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DEBIT CARD DIRECTORY

CIO

Introduction

The use of debit cards, particularly at the point of sale, continues to be one of the most remarkable business stories of the decade.

Introduced in the 1970s, the debit card has traced an uncertain arc across the landscape of retail payments. Its story has been a long, painful, and frustrating odyssey full of overheated expectations, overweening ambitions, and overhyped predictions. Because it never seemed to live up to its backers' expectations, the debit card was dismissed for years as experimental by observers of mainstream banking. Banks, meanwhile, had made a cash cow out of credit cards, and this is where they lavished their resources and attention. Only retail-banking specialists—and bankers determined to develop a card that could replace checks with electronic transactions—looked long and hard at debit.

But beneath the surface, largely unreported except in the specialty press, much was happening with debit cards. Slowly, EFT networks began adding POS functionality to their ATM cards, and banks began signing up merchants—mostly gas stations and supermarkets—to take the plastic. After much wrangling with each other and with antitrust watchdogs, Visa and MasterCard created national POS networks. And, with the strong sponsorship of these two national brands, banks started issuing a type of debit card whose transactions traveled on the credit card systems and cleared in two or three days rather than in a matter of hours. This so-called off-line debit card caught the imagination of banks, largely because it paid interchange fees high enough that they saw a way to make money with it.

At the same time, EFT networks were merging at a furious clip, patching together disparate and fragmented

debit card bases into super-regional systems with appeal to merchants that wanted to reach all or most of their customers. Now retailers that had for years sat on the sidelines while debit struggled began to sign on to take the plastic.

The ingredients for explosive growth were there, though they had surely come together much more deliberately than enthusiasts and futurists had predicted in the 1970s and '80s. So it should have come as no surprise when, in the early '90s, debit cards caught fire, scoring one statistical breakthrough after another. Transactions and terminal deployments soared at dizzying rates. The pundits were, at last, vindicated.

But the story doesn't end there, as readers of this third annual edition of the *Debit Card Directory* will soon discover. True, POS transaction volumes for both on-line and off-line cards continue to climb at a breakneck pace, and the terminal population continues to grow rapidly (see Chapter One). But what's important now isn't so much that debit cards are a hot banking property—that's already well-known and documented—but that the plastic is moving quickly and surely out of its traditional markets and into new ones that offer huge potential, largely because they remain untapped.

For years, debit was the property of the West Coast, geographically, and of gas stations and grocery stores, with respect to merchants. In 1995, debit cards started to move east (for more on this, see Chapter Two) and to move into specialty shops, fast-food outlets, electronics chains, and the like. Eight of the 10 fastest-growing POS networks lie east of the Rockies—and their growth is hardly exhausted. "We've only scratched the surface of POS," John Bascom, president of the

DEBIT CARD DIRECTORY

Debit Card 2000

Michigan-based Magic Line network told *Debit Card News* in September. That's saying something, considering Magic Line's June 1995 POS volume was up 77% over the previous June.

To be sure, debit isn't done claiming major merchants in its traditional markets. Both Shell Oil and Vons Supermarkets rolled out programs in the past year. What's more, networks are finally putting promotional firepower behind their POS programs, which promises to push debit cards into the hands of even more users and into an even bigger variety of merchants.

For a complete analysis of debit's development, merely turn to the chapters that follow. This 1996 edition relies, as did its two predecessors, on a number of Faulkner & Gray publications, including *Debit Card*

News (formerly *POS News*), *Bank Network News*, and the *Card Industry Directory*. New to the book this year, however, are a special report on electronic benefits transfer (Chapter Ten), an update on last year's white paper on home banking (Chapter Eleven), and expanded data, notably in Chapter Seven, where the list of top acquirers has grown from 15 to 24.

As always, the editor thanks the contributing editors for their diligence and keen understanding of the way debit cards work and where they are going. Their efforts have proven invaluable in putting this book together. Partly because of their ability to tell, in clear terms, the story of debit's sudden explosion on the payments scene, predictions by bank executives for the future no longer seem so outlandish.

DEBIT CARD DIRECTORY**Chapter 1**

Statistical Tabulations

Few businesses lend themselves to measurement, to statistical monitoring, as much as debit cards. The business generates enough numbers to satisfy the most exacting figure filbert. Lately, these numbers have proved satisfying to debit card issuers and acquirers, as well, particularly when it comes to payment at the point of sale.

Take a look at POS transactions, the most immediately cited measure of debit's performance, since it goes to the heart of how well the cards are being used and accepted to pay for goods and services. As you'll see in the charts that follow, annual volume on on-line cards in 1995 is expected to hit 775 million, up 37% over 1994. That's even faster than 1994's 32% growth pace, and the 1995 total is up an eye-popping 168% just since 1992.

Off-line debit is doing even better. As of June 1995, nearly 2,500 banks issued these cards, and monthly transaction volume stood at 57.5 million, up 46% over June 1994.

The deployment of merchant terminals to accept debit cards continues to shoot up, as well. As of June, 528.7 million such devices had been hooked up, an increase of 54% over the June 1994 figure. As robust as

that increase looks, it actually represents a slowdown from the torrid pace of June 1993 to June 1994, when the terminal population leapt 122%.

Gas stations and groceries once dominated debit because they dominated the deployment of terminals, but now debit acceptance is moving rapidly into other merchant categories, a trend borne out by the numbers. Supermarket terminals climbed 27%, but account for 45% of all machines, down from 54% a year ago. Fast-food outlets, boutiques, specialty stores, and other merchants that fall into the "other" category saw their deployment mushroom 111% and now account for 17% of all debit devices, up from 11%.

To be sure, debit faces challenges aplenty (see Chapter Nine for a full catalog of these). Skeptics, indeed, might point to the slowdown of terminal growth, though this is more related to the movement of debit's momentum away from maturing West Coast markets (documented in the next chapter) than to anything else. The fact that debit card usage and acceptance are moving so rapidly into new geographic and merchant markets is another sign that the payment device is going mainstream. Need further proof? Just look at the numbers.

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Technology

The Struggle to Give Credit to Smart Cards

By Michael J. Karp

"There hasn't been much of a news story over about the leading market in the United States for smart cards, one kind of it has been relatively quiet," says Michael J. Karp, editor of CREDIT CARD NEWS. "When people talk about smart cards, they commonly think security chips or microprocessors are held for more information than value added to the card itself."

"It's not that there aren't many smart cards out there," says Karp. "They're widely used around the world in travel cards, though some smart cards are linked with revolving credit accounts."

"The issue is the cost economy we see

only a couple of times before revolving

credit fails to factor in the issues cost

of the card," says Richard W. Shultz,

Vice president of consumer credit

products at Visa International.

"We've got very much at the

point where we can't afford to do

more," says Karp. "We've got to

keep costs down and we've got to make

them work."

Meanwhile, a smart card test started

last month by First Data Electronic

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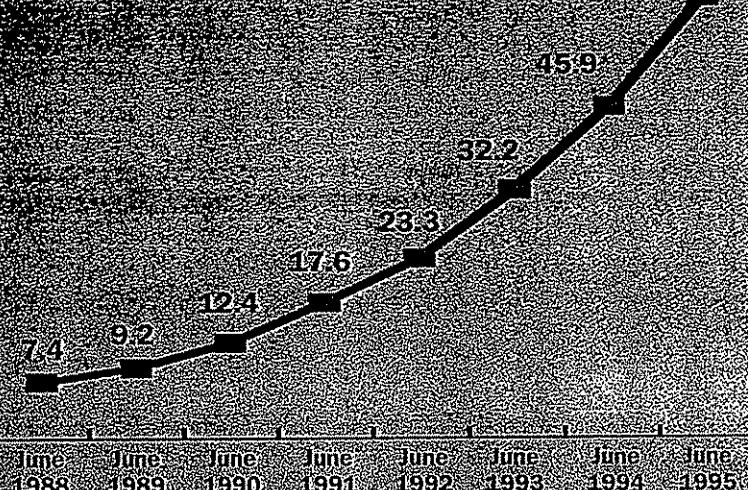
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Statistical Tabulations

On-Line and ACH Debit Transactions

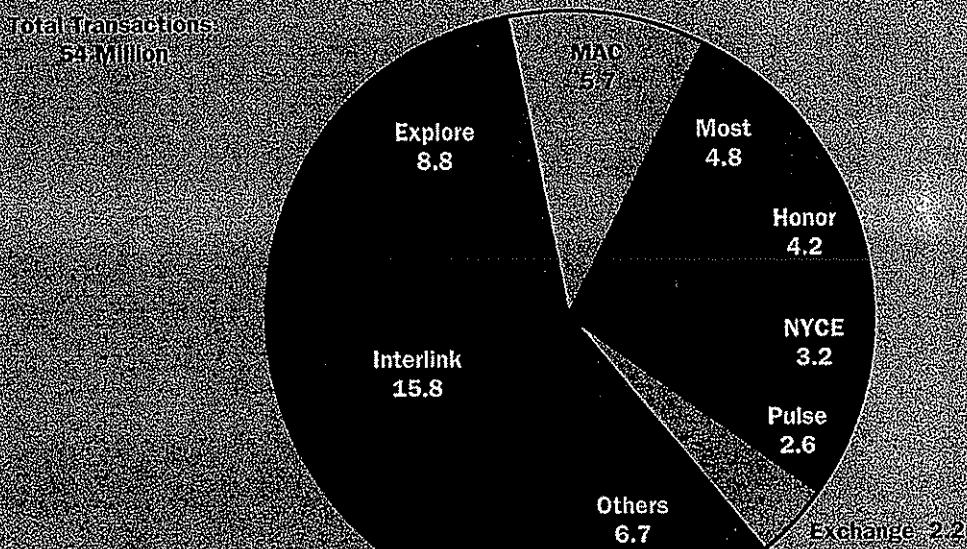
(in millions of transactions)



Source: Debit Card Directory, 1995. Total U.S. debit card usage is estimated to account for approximately 60% of total debit card volume.

Key Networks Dominate the Pack

(Transactions in millions)



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Volume 14
Number 5
July 26, 1995

Bank Merger Reignites Network Merger Talk

After a decade-plus of network mergers, the industry once again has captured the EFT spotlight. With the proposed merger of First Chicago Corp. and First Data Corp., the merger of Cash Station and Magic Line, and the planned 70% merger of First Chicago and First Data—there could be back in the picture.

Earlier this month, First Chicago Corp. and First Data Corp. filed the papers to begin the second phase of their \$1.5 billion merger. While the merger would decrease the corporate entity's size, it would increase its market share. Industry participants are watching the merger's effect on Cash Station and Magic Line. Some believe that the First Chicago and First Data mergers may result in a Cash Station/Magic Line merger, while others believe one of the networks could fold.

"The old saying goes, 'If it ain't broke, don't fix it.' And that's what the new networks should be now," says Richard Speer, president of Speer & Associates, an Atlanta-based EFT consulting firm. "First Chicago and First Data's Cash Station and merging it with one of the largest owners of Magic Line. There seems to be a gravitational pull between the two."

Talk of network mergers in the industry are nothing new, but the First Chicago and First Data merger may be the first evidence of a need for further consolidation in the EFT industry. Seeking to reduce costs and increase efficiency, the two companies announced plans to merge in early 1993. The man who was seen as the driving force behind the merger, Electronic Payment Services from moving into the Illinois, Michigan and Indiana markets.

(continued on page 42)

Technology

EFT Networks Won't Surf The Internet

Credit card and off-line debit card issuers are already utilizing the Internet and other on-line computer networks at banks, vendors and the point-of-sale terminals. The idea is to make Internet payments secure. But don't look for online debit cards to join the rash anytime soon.

Theodore J. Koenig, director of sales for Virginia-based CyberCard, Inc., calls the on-line network a "fragile, non-existent system."

What's missing is that most current EFT networks require that for each transaction, a card must be swiped in an authorized terminal and the consumer must enter a personal identification number. This would be difficult with cards on the Internet where home personal computers typically aren't fixed.

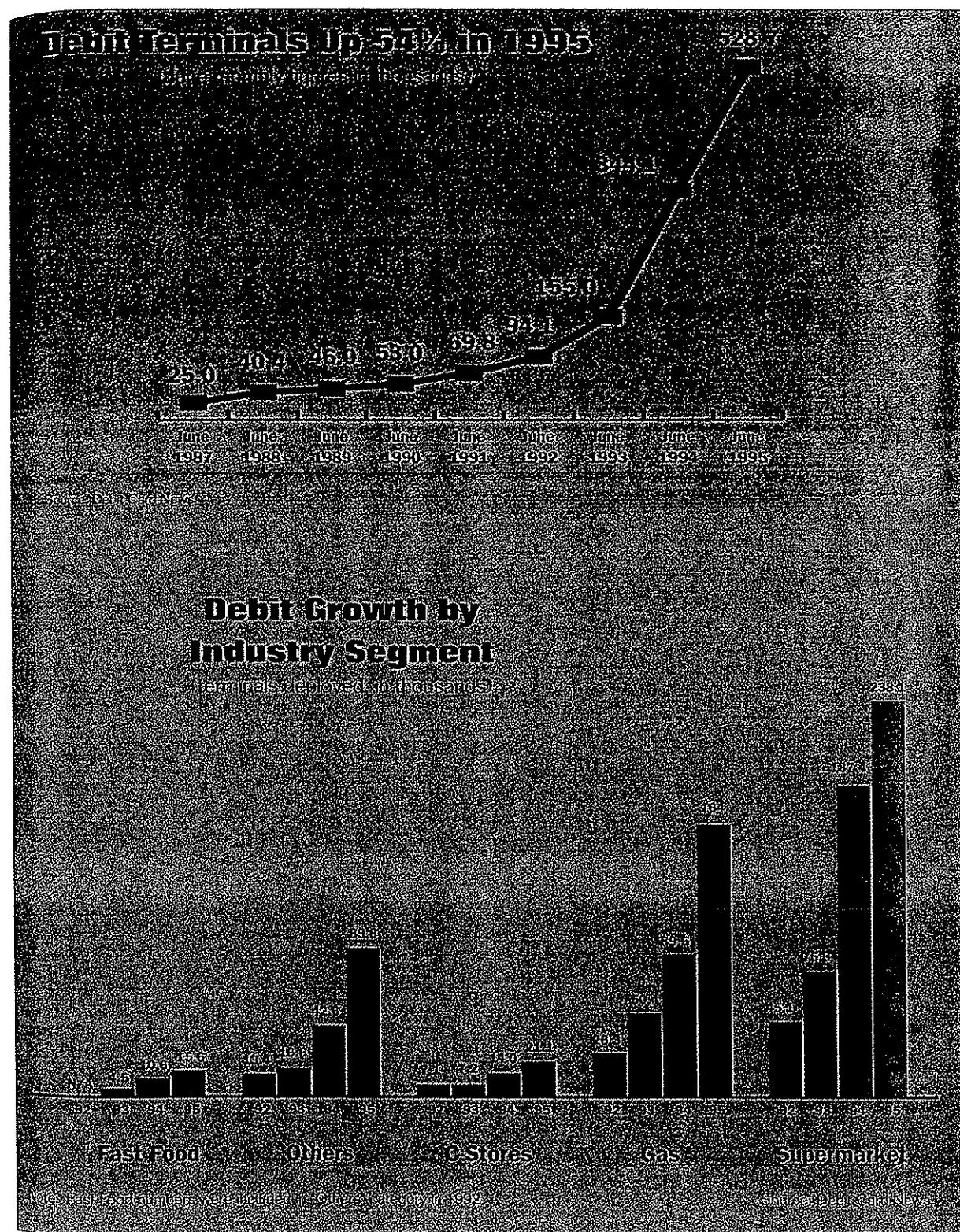
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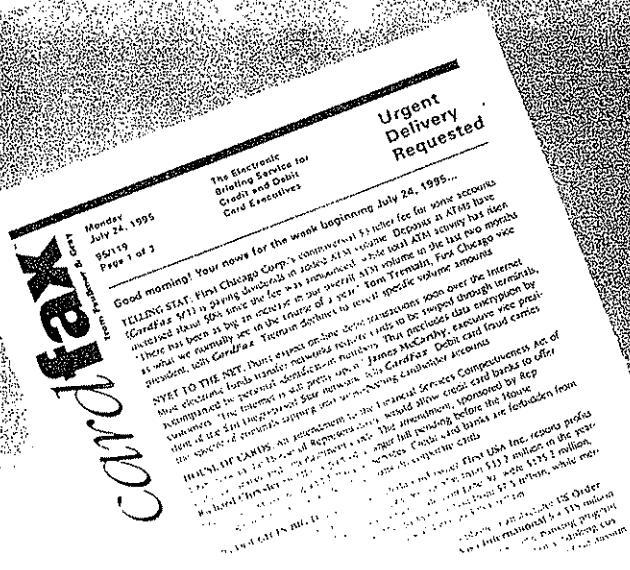
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Statistical Tabulations

The 50 Most-Active ATM Card Bases

Issuer	ATM/On-Line Debit Cards	Monthly ATM Transactions	Transactions per Card
1. First Midwest Bancorp. Inc.	10,000	150,000	15.00
2. Sunburst Bank	25,000	253,014	10.12
3. Banc One Corp.	1,257,117	12,646,701	10.06
4. BayBank Systems Inc.	1,090,001	10,870,353	9.97
5. Wachovia Corp.	610,000	5,600,000	9.18
6. Emigrant Savings Bank	28,000	256,000	9.14
7. Three Rivers Bank	9,300	85,000	9.14
8. Stillwater National Bank	5,662	48,803	8.62
9. First Federal Savings & Loan Association	43,245	365,000*	8.44
10. GTE Federal Credit Union	30,000	250,000	8.33
11. First Bank System	399,317	3,320,000	8.31
12. Boatmen's Bancshares Inc.	468,679	3,677,490	7.85
13. Orange County Teachers Federal Credit Union	72,178	564,552	7.82
14. Premier Bank	93,833	733,370	7.82
15. St. Paul Federal Bank for Savings	118,000	912,000	7.73
16. National City Corp.	859,206	6,476,192	7.54
17. Bell Federal Savings and Loan Association	5,400	39,000	7.22
18. Fleet Financial Group	710,000	5,000,000	7.04
19. Washington Mutual Savings Bank	86,486	596,221	6.89
20. Keystone Financial	70,032	477,300	6.82
21. Provident Bank	72,619	494,639	6.81
22. Shawmut National Corp.	425,705	2,894,348	6.80
23. Wilmington Savings Fund Society FSB	15,625	103,948	6.65
24. Wilmington Trust Co.	203,500	1,351,250	6.64
25. Bank of Hawaii	241,521	1,600,000	6.62
26. Old Kent Financial Corp.	273,800	1,800,000*	6.57
27. First Federal Savings and Loan of Charleston	17,737	114,700	6.47
28. PNC Bank Corp.	1,016,000	6,484,000	6.38
29. Space Coast Credit Union	14,795	92,166	6.23
30. Standard Federal Bank	154,459	950,000	6.15
31. National Bank of Commerce	26,994	164,119	6.08
32. BankSouth	319,854	1,929,970	6.03
33. Anchor Savings Bank	79,879	481,392	6.03
34. Security National Bank	9,668	58,000	6.00
35. Alaska USA Federal Credit Union	72,284	438,538	6.00
36. Chase Manhattan Bank NA	1,155,612	6,827,164	5.91
37. Synovus Financial Corp.	105,129	616,778	5.87
38. First Citizens Bancorp.	60,889	355,286	5.83
39. First New Hampshire Bank	140,000	810,000	5.79
40. The Golden 1 Credit Union	127,616	729,807	5.72
41. BankAtlantic, a Federal Savings Bank	40,000	225,000	5.63
42. Beverly Bank	9,207	51,400	5.58
43. Citizens Financial Group	180,000	1,000,000	5.56
44. Commerce Bank and Trust	25,465	140,000*	5.50
45. Springfield Institution for Savings	39,000	214,312	5.50
46. Citizens Banking Corp.	60,000*	329,000*	5.48
47. San Antonio Federal Credit Union	80,000	432,000	5.40
48. Apple Bank for Savings	50,000*	270,000*	5.40
49. NBD Bancorp.	760,000	4,100,000	5.39
50. TCF Bank FSB	700,573	3,747,793	5.35

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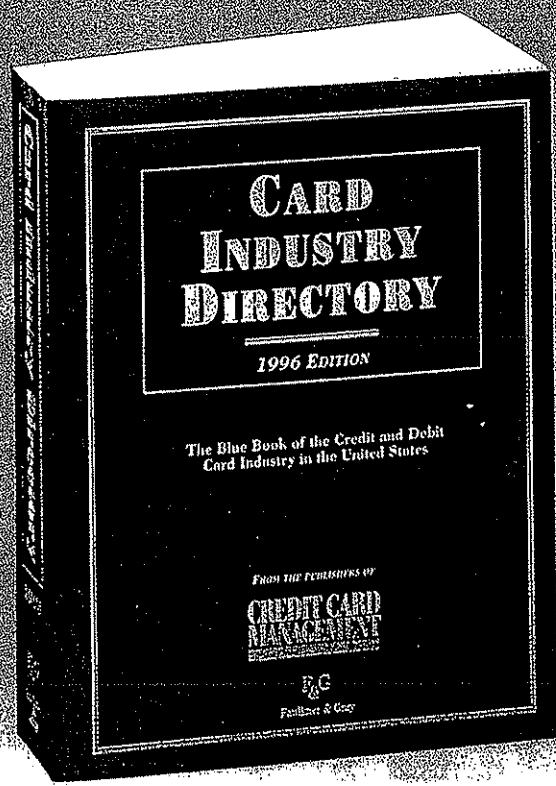
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2. Banc One Corp.	3,404,846	1,257,117
3. First Union National Bank	3,400,000	2,500,000
4. Wells Fargo Bank	3,300,000	4,800,000
5. U.S. Bancorp	1,800,000	1,100,000
6. Great Western Bank, a Federal Savings Bank	1,498,000	1,426,072
7. Washington Mutual Savings Bank	1,170,206	186,486
8. NBD Bancorp	1,025,000	760,000
9. BayBank Systems Inc.	656,278	1,090,001
10. Michigan National Bank	600,000	380,000
11. United Jersey Banks/UJB Financial Corp.	552,865	662,451
12. PNC Bank Corp.	475,000	1,016,000
13. Integra Card Services	456,838	426,789
14. CoreStates	452,492	695,272
15. Meridian Bancorp Inc.	417,592	700,518
16. Union Bank	406,000	410,000
17. NationsBank Corp.	400,000*	4,200,000*
18. Mellon Bank	350,000	800,000
19. Home Savings of America	322,300	836,092
20. FirstBank Holding Company of Colorado	305,000	1,801,132
21. KeyCorp	275,500	1,001,994
22. Wilmington Trust Co.	270,550	203,500
23. SunBanks Inc.	260,000	357,975
24. Citicorp	250,000	4,300,000
25. State Employees Credit Union of Maryland Inc.	229,514	6,480
26. Fleet Financial Group	225,000	10,000
27. The Golden 1 Credit Union	215,602	27,616
28. First Chicago Corp.	201,000	725,000
29. Chemical Bank	190,000	2,100,000
30. Bank of the West	184,000	275,000
31. Shawmut National Corp.	162,551	1,225,705
32. Bank South	166,000	1,985,4
33. Boatmen's Bancshares Inc.	163,682	1,086,679
34. Boeing Employees Credit Union	149,503	1,947,772
35. Norwest Bank	145,000	1,577,000
36. Deposit Guaranty Corp.	140,574	127,065
37. National City Corp.	140,000	859,206
38. National Westminster Bank	140,000	700,000
39. California Federal	140,000	635,000
40. Bank of New York	133,000	1,350,000
41. First Fidelity Bancorporation	122,016	1,312,647
42. First Federal Savings Bank	122,478	1,151,571
43. Midlantic Corp.	116,000	360,000
44. Orange County Teachers Federal Credit Union	113,799	1,721,78
45. Bank of Boston	106,000	1,200,000
46. First Nationwide Bank	105,793	1,161,631
47. Crestar Bank	100,000	1,220,000
48. Compass Bancshares	100,000	1,220,000
49. Provident Bank of Maryland	98,717	1,9,478
50. People's Bank	94,400	2,65,000

Source: Card Industry Directory

*estimate

Faulkner & Gray, Inc.

1996 Conference Schedule

Card Technology Conference '96
January 18-19, *Miami, FL*

Faulkner & Gray's Check Tech '96 Conference
January 22-23, *Miami, FL*

Debit Card Forum IV
February 26-27, *San Diego, CA*

Credit Card Forum VIII
April 30-May 3, *San Diego, CA*

Home Banking Forum III
May 9-10, *Dallas, TX*

Corporate Card Conference '96
June 13-14, *San Francisco, CA*

Card Security Conference '96
June 13-14, *Toronto, Canada*

POS Today IX
October 3-4, *Chicago, IL*

Credit Card Collections
October 7-8, *New Orleans, LA*

Credit Card Marketing Conference '96
November 11-13, *New York, NY*

For complete information call
Faulkner & Gray at 212-967-7000

Faulkner & Gray, Inc.
11 Penn Plaza
New York, NY 10001-2006

DEBIT CARD DIRECTORY

Statistical Tabulations

Comparing Debit With Credit

(Transactions and cards in millions)

Year	Annual Transactions		Cards	
	Credit	Debit	Credit	Debit
1995	7,458*	9,689	439.8*	211.0
1994	6,560	8,454	383.0	207.5
1993	5,880	8,135	325.0	206.1
1992	5,120	7,537	312.5	204.7
1991	4,620	6,642	299.2	200.3
1990	4,750	5,942	286.7	191.4
1989	4,440	5,274	262.0	183.9
1988	3,670	4,581	246.8	170.9
1987	3,150	4,108	225.8	152.0
1986	2,930	3,661	198.7	140.0

*BNN estimate.

Source: Bank Network News. Note: The credit card totals include Visa, MasterCard, American Express and Discover. 1994 figures were revised.

MasterCard and Visa Off-Line Debit Growth

(in millions except issuers)

Year	Cards	Transactions	Value	Issuers	
				MasterCard	Visa
1995	5.8	42.1	\$1,668	1,655	—
1994	4.7	57.3	2,427	N/A	—
1993	3.0	40.3	1,764	N/A	—
1992	2.3	26.4	1,188	N/A	—
1991	1.7	18.5	835	N/A	—
1990	1.4	14.5	660	N/A	—

Source: Bank Network News.

Source: Debit Card News

ACH Transactions: 1989-1995

(in millions of transactions per year)

	Private	Government	Total
1995	2,300	610	2,910
1994	1,947	574	2,521
1993	1,662	554	2,216
1992	1,393	526	1,919
1991	1,193	521	1,714
1990	1,030	519	1,549
1989	856	470	1,326

*Projection.

Source: National Automated Clearing House Association, Federal Reserve Board.

Monthly Transactions Per ATM

	Per ATM	Terminals	Transactions*
1995	6,580	122,706	807,4
1994	6,459	109,080	704,5
1993	6,772	94,822	642,1
1992	6,876	87,330	600,5
1991	6,403	83,545	534,9
1990	5,980	80,156	479,3
1989	5,638	75,632	426,4
1988	5,151	72,492	373,4
1987	4,962	68,000	337,4
1996	4,720	64,000	302,4
1985	4,951	60,000	297,6
1984	4,745	55,000	261,0
1983	5,000	40,000	200,0

*Transactions in millions. Figures based on September data. 1994 statistics were revised.

Source: Bank Network News.

Monthly EFT Transactions

(in millions)

	1995	1994	% Growth
ATMs	807.4	704.5	14.6
POS	64.6	47.2	36.9
Total EFT	872.0	751.7	16.0

*Includes an estimated 4.0 million ACH-POS transactions for each year.

Source: Bank Network News survey of U.S. network transactions for September 1995. 1994 figures were revised. All figures eliminate duplication.

DEBIT CARD DIRECTORY

Statistical Tabulations

Annual EFT Volume In The U.S.

(in millions)

Year	Total Volume	ATM Volume	POS Volume
1995	10,464	9,689	775.2
1994	8,958	8,334	566.4*
1993	8,135	7,705	429.6
1992	7,537	7,206	289.2
1991	6,642	6,418	223.2
1990	5,942	5,751	190.8
1989	5,274	5,116	157.2
1988	4,581	4,480	92.4

Source: Bank Network News, September data

*Restated to account for overcounted transactions reported by networks.

Monthly Switch Volume Growth

Total	EFT Volume	Switch Volume
1995	872,000,000	460,000,000*
1994	746,500,000	387,864,453
1993	677,900,000	344,396,258
1992	628,100,000	296,056,942
1991	553,500,000	284,697,542

*Includes an estimated 60 million on-us transactions, or 15% of the total switch volume, that occur on machines driven by network switches. A similar percentage can be applied to previous years. Figures are for September of each year.

Source: Bank Network News

U.S. ATM Growth: 1985-1995

	Total ATMs	Shared Terminals	Proprietary Terminals	Percent Shared
1995	122,706	122,606	100	100%
1994	109,080	108,080	1,000	99
1993	94,822	92,571	2,251	98
1992	87,630	84,713	2,617	97
1991	83,945	79,559	3,986	95
1990	80,156	75,296	4,860	94
1989	75,632	70,116	5,516	92
1988	72,492	69,062	7,430	90
1987	68,000	55,000	13,000	81
1986	64,000	48,580	15,420	76
1985	60,000	35,500	24,500	59

Source: Bank Network News; Bank Administration Institute

The Fastest Growing Networks by Terminals and Transactions

	By Terminals		
	1995	1994	Growth
Magic Line	49,015	6,100	704%
Money/HandiBank	2,980	1,212	146
Honor	38,873	20,227	92
Money Station	6,942	3,780	84
Pulse	25,000	13,700	82
Interlink	211,200	116,000	82
EFTI	6,482	4,041	60
Jeanie	11,941	7,727	55
Most	54,000	35,040	54
Alaska Option	1,030	680	51

By Monthly Transactions

	By Monthly Transactions		
	1995	1994	Growth
NYCE	3,276,258	1,114,297	194%
Money Station	540,829	278,285	94
Jeanie	274,000	146,000	88
Magic Line	726,198	410,000	77
Kets	56,328	32,532	73
EFTI	82,089	49,025	67
Instant Teller	500,000	300,000	67
Pulse	2,624,639	1,617,882	62
Explore	8,800,000	5,500,000	60
Most	4,800,000	3,040,000	58

Source: Debit Card News

The Top 5 Acquirer Institutions

(in thousands)

	Monthly Transactions		Terminals	
	1995	1994	1995	1994
1. BankAmerica	8,000	6,600	60,0	10,5
2. First Interstate	4,250	2,978	7,2	5,0
3. Wells Fargo	3,400	3,150	8,4	7,9
4. EFS National Bank	3,000	NA	41,0	NA
5. Mellon Bank	1,300	888	NA	NA

Source: Debit Card News

DEBIT CARD DIRECTORY

Statistical Tabulations

Transaction Activity Through The Top Shared Network Switches

Network	Transaction Growth 1995	1994	Rate
1. MAC	84,500,000	69,073,302	22%
2. Star System	35,728,858	28,768,028	24%
3. Honor	33,640,889	28,803,987	17%
4. NYCE	31,578,605	22,054,700	43%
5. Most	19,125,100	17,206,044	11%
6. Pulse	15,000,000	9,958,045	51%
7. XPress24	14,283,454	13,015,342	10%
8. Instant Cash	14,182,000	11,557,000	23%
9. The Exchange	13,212,517	9,958,000	33%
10. Magic Line	9,296,000	7,910,000	18%
11. Jeanie	8,948,000	8,601,000	4%
12. Service Card System	8,923,000	7,950,000	12%
13. Cash Station	8,668,308	7,652,398	13%
14. The CO-OP	8,598,290	6,632,935	30%
15. Presto	8,500,000	7,500,000	13%
16. Shazam	7,874,818	6,766,036	16%
17. MPACT	7,300,000	7,300,000	0%
18. Tyme	6,350,610	5,773,282	10%
19. MoneyMaker	5,691,305	5,548,584	3%
20. Fastbank	5,199,000	5,900,000	-12%
21. Express Teller	4,590,000	3,010,000	52%
22. Peak	4,375,098	3,137,838	39%
23. BankMate	4,081,686	3,782,283	8%
24. NetWorks	3,770,021	3,007,661	25%
25. Instant Teller	3,640,000	3,640,000	0%
26. EFTI*	3,100,000	3,091,247	0%
27. TX	2,640,184	2,230,417	18%
28. GulfNet	2,548,152	2,086,191	22%
29. TransFund	2,477,148	1,972,000	26%
30. Money Belt	2,315,000	2,102,670	10%
31. Money Station	1,983,361	2,655,959	-25%
32. Alert	1,839,492	1,500,310	23%
33. Bankmate (NM)	1,734,992	1,654,891	5%
34. SC 24	1,636,200	1,039,000	57%
35. VIA	1,630,538	1,539,599	6%
36. Bank of Hawaii	1,404,622	1,308,777	7%
37. Money Center 24	977,648	870,176	12%
38. Alaska Option	961,950	873,773	10%
39. 24-Hour Teller	900,000	700,000	29%
40. Ultra	850,000	650,000	31%
41. Award	730,403	677,489	8%
42. ChecOKard	695,148	733,111	-5%
43. Credit Union 24	680,000	1,074,236	-37%
44. Universal Money	625,093	452,672	38%
45. Minibank	597,544	784,540	-24%
46. HandiBank/Money	525,000	525,000	0%
47. KETS	450,000	521,834	-14%
48. 24-Hour Access	436,805	NA	NA
49. Express Banking	352,890	346,620	2%
50. Annie	343,071	300,000	14%
All EFT Networks	399,492,800	334,196,977	20%

Note: September Data

Source: Bank Network News

How National Networks Compare

ATM Networks

	U.S. ATMs	Cards (millions)	Monthly Volume (thousands)	1995	1994	Foreign ATMs
Cirrus	104,000	475.0	32,000	25,000	146,000	
Discover	86,000	42.6	NA	NA	NA	
The Exchange	20,000	58.0	2,100	2,400	433	
Express Cash	100,000*	9.0*	NA	NA	60,000*	
Visa/Plus	99,801	560.0	48,000	35,000	150,259	

POS Networks

	Terminals	Cards (millions)	Transactions	1994	1993
Interlink	289,090	30.0	16,500,000	13,700,000	
Maestro	184,776	13.3	NA	NA	

Note: ATM volume includes U.S. and foreign transactions. Plus and Cirrus U.S. ATM counts include duality and their cards include Visa and MasterCard credit cards accepted in ATMs. *BNN estimate

The National Networks

Cirrus System Inc.

2000 Purchase Street, Purchase, NY 10577 914-249-2000

Owner: MasterCard
Director: G. Henry Mundt, President

Discover

2500 Lake Cook Rd., Riverwoods, IL 60015 708-405-0900

Owner: Dean Witter, Discover & Co.
Director: Linda Fredricksen, Network Director

The Exchange

250 Johnson Road, Morris Plains, NJ 07950 201-490-3000

Owner: EDS
Director: Bill Duncan, Executive Director

Express Cash

1661 E. Camelback Rd., Phoenix, AZ 85016 602-234-7237

Owner: American Express
Director: Michele Arrandale, Director of Sales

Interlink

P.O. Box 9760, San Francisco, CA 94128 415-432-2026

Owner: Visa USA
Director: Peter B. Gustafson, President

Maestro

888 Seventh Avenue, New York, NY 10106 212-649-4600

Owner: MasterCard International
Director: Alan Heur, President, U.S. Region

Visa/Plus Network

6400 Fiddlers Green Circle, Englewood, CO 80111

303-486-7587

Owner: Visa
Director: Denny D. Dumler, President

DEBIT CARD DIRECTORY

Statistical Tabulations

How Shared Network Pricing Varies

	1994 ATM	SWITCH FEES 1993 ATM	1994 POS	1993 POS	Membership Fee	Monthly/Annual Fee	Monthly ATM Driving Fee
Star System	3.5-8¢	3.5-8¢	2.5/2.5¢	2.5/2.5¢	\$1,500-2,500	\$1,000-2,250 Annual	NA
MAC	5-25	5-25	5-10/4.5	5-10/4.5	5,000-25,000	0	\$125-175
NYCE	6-13	6-13	4/4	4/4	0-20,000	0	75
Honor	2-10	2-10	3/3	3/3	2,000-25,000	2,000-125,000 Annual	NA
Most	3.5-14	3.5-14	4/4	4/4	600-100,000	0	75-90
Pulse	5.5	6	2/3	3/3	200	0	NA
Money Station	4.25-15	4.5-15	5/0	5/0	7,500	2,000 Monthly	NA
BankMate	10	10	6/0	6/0	100	0	50 Minimum
Cash Station	6.5-8.8	6.5-8.8	6/10	6/10	0	0	NA
Shazam	5-9	5-9	5/0	5/0	500-2,500	0	150-250
GulfNet	8	15	0/8	NA	0	500 Annual	NA
IMPACT	6-10	6-10	10/0	10/0	0	0	100-200
MoneyMaker	5	5	5/0	5/0	0	0	08/transaction
Instant Cash	8-14	8-14	NA	NA	NA	150 Monthly	1-5(200/1st ATM)
Tyme	7	6-10	6-8/0	6-8/0	2	0	0
NetWorks	6	6	0/5	0/3	500-40,000	0	175
Instant Teller	10	10	15/0	15/0	0	100	0
Alert	8	8	4/4	4/4	2	0	NA
EFT Illinois	3.6-8.6	3.6-8.6	16/4	NA	2,500	0	75
TX	6-18	6-19	10/0	15/0	1,500	500 Annual and 100 Monthly	NA
The Coop	5-20	5-20	4-10/0	4-10/0	0	0	NA
Money Belt	15	15	NA	NA	500	50 Monthly	0
Alaska Option	8-16	8-19	2/3.5	2/3.5	\$1 per card	100-1500 Monthly or account	0
CheckOKard	10	110	NA	NA	500	0	100-300
National Networks							
Cirrus	4.8	4.8	NA	NA	0-25,000	50-500 Monthly	NA
Plus	5	5	NA	NA	0-25,000	50-500 Monthly	NA

Note: Some switch fees feature bundled pricing. Many networks split the POS switch fee. In the POS switch fee column, the amount before the slash is what the issuer pays and the amount after the slash is what the acquirer pays. 1Yankee 24 refunds 2 cents of its ATM switch fee. 2Tyme's fee is \$80 per million in retained deposits and Alert's is \$30 per million in deposits.

Source: *Bank Network News*

DEBIT CARD DIRECTORY

Statistical Tabulations

How Customer Fees Vary Among Banks

Bank	Check		Proprietary ATM		Foreign ATM		Point of Sale	
	1995	1994	1995	1994	1995	1994	1995	1994
BankAmerica	varies	varies	0	0	\$2	\$2	0-\$1*	0-\$1*
Wells Fargo	0	0	0	0	2	1.50-3	0	0
First Interstate	varies	varies	0	0	1-2	1-2	0.10	0.10
NationsBank	varies	varies	0	0	1-1.50	1-1.50	0.25	0
Chiccorp	varies	varies	0	0.35	1	.1	0	0
Banc One	varies	varies	0	0	1-2	1-2	0	0
Chemical Bank	varies	varies	0-\$0.50	0-\$0.50	1	1	.50	.50
First Union	0	0	0	0	0-1.50	0-1.25	0	0
KeyCorp	\$10-15	varies	0-15	varies	.50-1	.50-1	0.50	0.50
Norwest	0	0	0	0	.50-1.50	.50-1.50	.25	NA
Great Western	0	0	0	0	.50-2	.50-1.25	0	0
Barnett Banks	0.75	0-\$0.75	0	0	1.25	1.25	0	0
Wachovia	.35	.35	0.35	0.35	1.50	1.25	0.30	0
Chase Manhattan	0.75	0.25	0.75	0.25	0-1.50	0-1	0.75	0.25
Fifth Third	varies	varies	0	0	.75	.75	0	0
Fleet Financial	varies	varies	0	0	1.50	1.50	1*	1*
NBD	0.40	0.40	0.40	0.40	1.50	1.25	.40	.40
National City	0.25	0.25	0.10	0.10	.50-1.50	.50-1.50	0	0
PNC Financial	varies	varies	0	0	.50-2	.50-2	0	0
Bay Banks	0	0	0	0	1	1	0.25	0.25
Bank of Hawaii	4.6*	4.6*	0	0	1	1	.50*	.50*
First Chicago	0	15	0	0	1	1	0	0
Boji Banks	0	0	0	0	1-2	1-2	0.25	0.25
First Federal	varies	varies	0	0	.50-1	.50-1	0	0
Astoria Federal	0	0	0	0	1	1	0	0
Harris Trust	0	0	0	0	1	1	0	0
Liberty Bank & Trust	0	0	0	0	1	1	0	0
First New Hampshire	varies	varies	0	0	1	1	0	0
Hibernia	varies	varies	0	0	0-1.50	0-1.50	0	0
Ricus National	varies	varies	0	0	.25	.25	.50	.50
Trustmark	varies	varies	0	0	1	.75	0	0
Zions	varies	varies	0	0	.50	.25	0	0
Glendale Federal	varies	varies	0	0	1	1	0.20	0.20
People's Bank	varies	varies	0-30	0-30	1	1	0.30	0.30
WestOne	6.95*	6.95*	0.1	0.1	.65-1.25	.65-1.25	0	0
Meridian	varies	varies	0	0	.90	0	0	0

Source: Debit Card News. Some fees may be waived by maintaining minimum balances. *Monthly Fee

DEBIT CARD DIRECTORY

Statistical Tabulations

How Network Interchange Fees Compare

Regional	Withdrawal	Inquiry	Deposit	Transfer
Star System	\$0.45-.55	\$0.20-.25	NA	\$0.20-.25
MAC	.30-.34	.15	\$0.80-1.00	.15
NYCE	.38	.25	.70	.25
Honor	.40	.20	NA	.20
Most	.40-.42	.25-.27	1.00	.25-.27
Pulse	.50	.25	NA	.25
Money Station	.35	.35	.55	.35
Jeanie	.10-.30	.15	.40	.15
Cash Station	.44	.35	1.09	.35
Shazam	.21	.16	.76	.16
GulfNet	.50	.25	NA	.25
MPACT	.40-.60	20-.30	1.25	.20-.30
Tyme	.43	.20	.67	.20
Instant Teller	.50	.25	0	.25
The CO-OP	.50	.10	.75	.10
Alert	.40	.15	NA	.15
EFT Illinois	.50	.30	.85	.30
TX	.31	.26	.81	.26
Money Belt	.40	.15	.40	.15
Alaska Option	.41-.51	.20-.30	.70-.80	.20-.30
CheckOKCard	.30	.10	.30	.10
National				
CIRRUS	.50	.25	NA	.25
PLUS	.50	.15	NA	.15

Source: Bank Network News

Point-of-Sale Fees Come of Age

Total	Fee	Payer
Star/Explore	7.5¢	Acquirer
Most	5.0	Acquirer
Pulse	5.0	Acquirer
BankMate	5.0	Acquirer
Shazam	5.0	Issuer
Tyme	10.0	Issuer
NetWorks	17.0	Acquirer
GulfNet	2.0	Acquirer
Honor	6.0	Acquirer
MAC	6.5	Acquirer
Money Belt	25.0	Issuer
NYCE	7.5	Acquirer

Note: 3¢ of the Honor fee goes to issuer and 3¢ goes to a network POS promotional fund. All other acquirer-paid fees go to the issuer. Issuer-paid fees go to the acquirer

Source: Bank Network News

The Top 10 EFT Processors

	Monthly Volume
Electronic Payment Services Inc.	153,700,000
Midwest Payment Systems	146,000,000
Deluxe Data	125,000,000
Bank of America	66,600,000
Electronic Data Systems	48,000,000
Southeast Switch Inc.	33,300,000
Wells Fargo Bank	30,700,000
InfiNet Payment Services	30,500,000
Gensar	25,800,000
M & I Data Services Inc.	22,800,000

Source: Bank Network News, May 1995 data

DEBIT CARD DIRECTORY**Chapter 2****POS Networks**

As this ranking of the largest POS networks shows, two themes dominate the world of debit cards at the point of sale. One is old, the other not so old: network consolidation (old) and the rise of regional networks east of the Rockies (new).

Time was when debit card purchases mostly took place a few miles from cardholders' homes at gas stations and groceries. Since debit activity was so locally concentrated, networks were small and seldom covered more than one or two states. And nearly all the POS traffic flowed across the western states, with California networks like Explore and Interlink leading the pack.

Now, there are fewer networks covering more territory as a result of years of mergers and acquisitions. Debit activity is still a local business, even though Visa's Interlink and MasterCard's Maestro systems have made strides in their efforts to switch transactions nationally (a solid assessment is difficult, since MasterCard persists in refusing to reveal transactions for Maestro), but today the fastest-growing POS networks lie along the East Coast and in the Midwest.

The emergence of super-regional networks stitch-

ing together once fragmentary debit card bases has induced more and more merchants to take debit. Nowhere, perhaps, has this been truer than in markets east of debit's old Washington-California-Arizona base. The most prominent example is NYCE, which once covered only New Jersey, New York, and Pennsylvania. Now, as a result of a merger in June 1994 with Yankee 24, NYCE also covers the New England states, and ranks as the fastest-growing POS system, with a 194% jump in monthly transactions. Merchants now taking NYCE cards include Mobil and A&P.

Indeed, eight of the 10 fastest-growing networks cover territory east of California. Besides NYCE, they are Money Station, Jeanie, Magic Line, Kets, EFTI, Pulse, and Most. You'll find all of them in the list that follows, which ranks networks by monthly POS transactions. Not that the West Coast is losing all its old POS momentum: Instant Teller's monthly transactions grew by 67%, and those of Explore by 60%. But clearly the eastern markets, driven by the trend toward consolidation, are catching up in a hurry.

DEBIT CARD DIRECTORY

POS Networks

1. Interlink

P.O. BOX 8999
SAN FRANCISCO CALIF. 94128-8999
415-432-3358

POS Program Interlink
Ownership Visa International
Market International
Year Debit Introduced 1985
Director Joyce Gibbons, Vice President

	1995	1994
June Transactions	15,800,000	13,800,000
Terminals On-Line	211,200	116,000

Terminal Analysis

Supermarkets	84,480
Gas Stations	51,840
C-Stores	3,200
Fast Food	15,360
Other	56,320

Fees 3¢

Who Pays Issuer/Acquirer

Debit Cards Issued 30,000,000

POS Capable 100%

Note: Major merchants include ARCO, Mobil, Exxon, Shell, Lucky, Safeway, Burger King and Target

2. Explore

401 W. A STREET, #900
SAN DIEGO CALIF. 92101
619-234-4774

POS Program Explore
Ownership 17 Members
Market 12 Western and Rocky Mountain States
Year Debit Introduced 1986
Director Ronald Congemi, President

	1995	1994
June Transactions	8,800,000	5,500,000
Terminals On-Line	NA	NA

Terminal Analysis

Supermarkets	NA
Gas Stations	NA
C-Stores	NA
Fast Food	NA
Other	NA

Fees 5¢

Who Pays Issuer/Acquirer

Debit Cards Issued 32,300,000

POS Capable 55%

Note: Explore is part of the Star System Inc. EFT network. Major merchants include Lucky, Albertson's, Exxon, Vons, Target and the U.S. Postal Service.

3. MAC

1100 CARR ROAD
WILMINGTON DEL. 19809
302-791-8000

POS Program MAC
Ownership Electronic Payment Services
Market 34 States
Year Debit Introduced 1984
Director John S. Beahn, Chief Marketing Officer

	1995	1994
June Transactions	5,700,000	3,900,000
Terminals On-Line	150,000	111,000

Terminal Analysis

Supermarkets	NA
Gas Stations	NA
C-Stores	NA
Fast Food	NA
Other	NA

Fees 2.5¢-7.5¢

Who Pays Issuer

Debit Cards Issued 32,000,000

POS Capable 100%

Note: Major merchants include Mobil, Kmart, Citgo, Exxon, Safeway, Sunoco, Target and True Value.

4. Most

11800 SUNRISE VALLEY DRIVE
RESTON VA. 22091
703-620-1000

POS Program Most
Ownership 26 Members
Market D.C., Md., Va., Ky., Tenn., Del., Pa., W.Va., Ark., Miss., Ga., Ill., Calif., N.J., N.C., Conn. and Colo.
Year Debit Introduced 1984
Director David O'Connor, President

	1995	1994
June Transactions	4,800,000	3,040,000
Terminals On-Line	54,000	35,040

Terminal Analysis

Supermarkets	16,000
Gas Stations	25,000
C-Stores	1,100
Fast Food	1,500
Other	10,400

Fees 8¢

Who Pays Issuer/Acquirer

Debit Cards Issued 10,000,000

POS Capable 100%

Note: Merchants include Mobil, Exxon, Safeway, Kroger, Weis and Acme markets. *Includes some restaurants besides fast food.

DEBIT CARD DIRECTORY

POS Networks

5. Honor

2600 LAKE LUCIEN DRIVE, SUITE 113
Maitland FLA. 32751
407-875-2500

POS Program Honor
Ownership 24 Members
Market Fla., Ga., N.C., S.C., Tenn., Va., Md., D.C.
Year Debit Introduced 1984
Director Thomas Bennion, President

	1995	1994
June Transactions	4,243,078	2,707,824
Terminals On-Line	38,873	20,227

Terminal Analysis

Supermarkets	NA
Gas Stations	NA
C-Stores	NA
Fast Food	NA
Other	NA

Fees 6¢

Who Pays Issuer/Acquirer

Debit Cards Issued 22,500,000

POS Capable 100%

Note: Major merchants include Mobil, Exxon, Kroger, Publix, Texaco, Shell, Target, Food Lion and Walgreens

7. Pulse

600 TRAVIS STREET, SUITE 4600
HOUSTON TEX. 77002
713-223-1400

POS Program Pulse Pay
Ownership All Members
Market Tex., Okla., La., N.M., Colo., Miss., Ark.
Year Debit Introduced 1985
Director Stan Paur, President

	1995	1994
June Transactions	2,624,639	1,617,882
Terminals On-Line	25,000	13,700

Terminal Analysis

Supermarkets	5,500
Gas Stations	8,500
C-Stores	5,000
Fast Food	1,000
Other	4,500

Fees 5¢

Who Pays Issuer/Acquirer

Debit Cards Issued 12,500,000

POS Capable 100%

Note: Major merchants include Randall's, Exxon, Mobil, Circle K, Texaco, What-A-Burger, Wal-Mart and Target

6. NYCE

3 UNIVERSITY PLACE, PLAZA 24
HACKENSACK N.J. 07611
201-488-6111

POS Program NYCE
Ownership 125 Institutions
Market N.Y., N.J., Pa., and the New England states
Year Debit Introduced 1989
Director Richard P. Yanak, President

	1995	1994
June Transactions	3,276,258	1,114,297
Terminals On-Line	81,933	81,933

Terminal Analysis

Supermarkets	21,688
Gas Stations	31,985
C-Stores	5,600
Fast Food	NA
Other	22,670

Fees 8¢

Who Pays Issuer/Acquirer

Debit Cards Issued 27,000,000

POS Capable 100%

Note: Major merchants include Acme, Mobil, Wegmans, A&P, Grand Union, Getty and Hannaford Bros. NYCE merged with the Yankee 24 network in June 1994.

8. The Exchange

15395 S.E. 30TH PLACE
BELLEVUE WASH. 98007
206-644-6644

POS Program Accel
Ownership 31 Members
Market Western United States
Year Debit Introduced 1984
Director Thomas M. Bass, President

	1995	1994
June Transactions	2,262,202	1,459,269
Terminals On-Line	17,017	16,348

Terminal Analysis

Supermarkets	NA
Gas Stations	NA
C-Stores	NA
Fast Food	NA
Other	NA

Fees 6¢

Who Pays Issuer/Acquirer

Debit Cards Issued 6,370,902

POS Capable 89%

Note: Major merchants include Safeway, Associated Grocers, United Grocers, Circle K, Payless, Texas and Arco

DEBIT CARD DIRECTORY

POS Networks

9. X-Press 24

ONE BAYBANK TECHNOLOGY PLACE
WALTHAM MASS. 2154
617-788-7825

POS Program X-Press 24
Ownership BayBank Systems Inc.
Market Northeast
Year Debit Introduced 1986
Director Robert P. Shay, Senior Vice President

	1995	1994
June Transactions	761,941	557,273
Terminals On-Line	18,240	17,580

Terminal Analysis

Supermarkets	6,168
Gas Stations	12,000
C-Stores	72
Fast Food	0
Other	0

Fees NA

Who Pays NA

Debit Cards Issued 1,482,000

POS Capable 94%

Note: Merchants include Mobil, Stop & Shop and Star Market.

10. Cash Station

225 N. MICHIGAN AVENUE, SUITE 722
CHICAGO ILL. 60601
312-977-1150

POS Program Cash Station
Ownership All Members
Market Ill., Ind., Mich., Wis., Mo.
Year Debit Introduced 1992
Director Stephen Cole, President

	1995	1994
June Transactions	741,000	470,000
Terminals On-Line	8,320	8,600

Terminal Analysis

Supermarkets	NA
Gas Stations	NA
C-Stores	NA
Fast Food	NA
Other	NA

Fees 16¢

Who Pays Issuer/Acquirer

Debit Cards Issued 4,000,000

POS Capable 100%

Note: Major merchants include Ace Hardware, Jewel supermarkets, Amoco and Mobil. Cash Station's switch fee will drop to 4¢ for issuers and 7¢ for acquirers, beginning Jan. 1.

11. Magic Line

5111 AUTO CLUB DRIVE, SUITE 110
DEARBORN MICH. 48126
313-441-0510

POS Program ML Pay
Ownership Seven Members
Market Mich., Ind., Ohio, Ky., Ill., Tenn.
Year Debit Introduced 1989
Director John Bascom, President

	1995	1994
June Transactions	726,198	410,000
Terminals On-Line	49,015	6,100

Terminal Analysis

Supermarkets	NA
Gas Stations	NA
C-Stores	NA
Fast Food	NA
Other	NA

Fees 11¢

Who Pays Acquirer

Debit Cards Issued 8,100,000

POS Capable 100%

Note: Major merchants include Mobil, Meijer, Kroger, A&P, Farmer Jack, Spartan and Super Kmart stores.

12. Tyme

9275 N. 49TH STREET #100
BROWN DEER WIS. 53223
414-355-0300

POS Program Tyme
Ownership All Members
Market Wisconsin, Upper Michigan
Year Debit Introduced 1984
Director James Martin, President

	1995	1994
June Transactions	680,000	463,200
Terminals On-Line	4,500	3,000

Terminal Analysis

Supermarkets	3,200
Gas Stations	750
C-Stores	15
Fast Food	10
Other	525

Fees 6¢

Who Pays Issuer

Debit Cards Issued 3,250,000

POS Capable 98%

Note: Major merchants include Target, Sentry Stores, Kwik Trip, Mobil, Kohl's Food Stores and the U.S. Postal Service.

DEBIT CARD DIRECTORY**POS Networks****13. Money Station**

1395 E. DUBLIN-GRANVILLE ROAD
COLUMBUS OHIO 43229
614-846-7461

POS Program Money Station
Ownership Seven Members
Market Ohio, Ind., Ky., Mich., Pa.
Year Debit Introduced 1986
Director Edward Gough, President

	1995	1994
June Transactions	540,829	278,285
Terminals On-Line	6,942	3,780

	1995	1994
Terminal Analysis		
Supermarkets	6,719	
Gas Stations	17	
C-Stores	8	
Fast Food	0	
Other	738	

	1995	1994
Fees	NA	
Who Pays	NA	
Debit Cards Issued	4,818,122	
POS Capable	100%	

Note: Major merchants include Kroger, Meijer, Giant Eagle, Marsh Stores, Finast and Heinans.

15. BankMate (Missouri)

220 S. JEFFERSON AVENUE
ST. LOUIS MO. 63103
314-982-8418

POS Program BankMate
Ownership MasterCard
Market Mo., Kan., Ill., Ky., Okla., Tenn., Ark.
Year Debit Introduced 1987
Director James Eisenbath, President

	1995	1994
June Transactions	490,999	344,938
Terminals On-Line	4,628	3,674

	1995	1994
Terminal Analysis		
Supermarkets	NA	
Gas Stations	NA	
C-Stores	NA	
Fast Food	NA	
Other	NA	

	1995	1994
Fees	5¢	
Who Pays	Acquirer	
Debit Cards Issued	3,800,000	
POS Capable	100%	

Note: Major merchants include Dierbergs, Schnucks and Shop 'N Save supermarkets, and Mobil stations.

14. Instant Teller

2121 PARK PLACE, SUITE 200
EL SEGUNDO CALIF. 90245
310-335-8200

POS Program Instant Teller
Ownership Electronic Data Systems
Market Western U.S.
Year Debit Introduced 1985
Director Steven Johnson, Executive Director

	1995	1994
June Transactions	500,000	300,000
Terminals On-Line	10,000	NA

	1995	1994
Terminal Analysis		
Supermarkets	NA	
Gas Stations	NA	
C-Stores	NA	
Fast Food	NA	
Other	NA	

	1995	1994
Fees	6¢	
Who Pays	Issuer	
Debit Cards Issued	3,500,000	
POS Capable	100%	

Note: Merchants include Arco, Mobil and Vons supermarkets. The terminals also are in the Interlink and Explore programs.

16. Shazam

6700 PIONEER PARKWAY
JOHNSTON IOWA 50131
518-288-2828

POS Program Shazam
Ownership All Members
Market Iowa, Ill., Mo., Minn., Ark., Kan.
Year Debit Introduced 1981
Director Dale A. Dooley, President

	1995	1994
June Transactions	454,869	399,282
Terminals On-Line	1,984	1,412

	1995	1994
Terminal Analysis		
Supermarkets	1,984	
Gas Stations	77	
C-Stores	197	
Fast Food	3	
Other	117	

	1995	1994
Fees	5¢	
Who Pays	Issuer	
Debit Cards Issued	2,000,000	
POS Capable	100%	

Note: Major merchants include HyVee, Dahl's, Eagle and Econo Foods supermarkets, Casey's convenience stores and Amoco gasoline stations.

DEBIT CARD DIRECTORY


POS Networks

17. GulfNet

**2250 E. CAUSE BOULEVARD, SUITE 304
SLIDELL LA. 70461
504-643-0300**

POS Program GulfNet
Ownership 20 Members
Market La., Miss., Tex., Ark., Tenn.
Year Debit Introduced 1994
Director Del Tongette, President

	1995	1994
June Transactions	283,107	NA
Terminals On-Line	1,300	NA

Terminal Analysis

Supermarkets	NA
Gas Stations	NA
C-Stores	NA
Fast Food	NA
Other	NA

Fees NA

Who Pays NA

Debit Cards Issued 5,200,000

POS Capable 100%

Note: Major merchants include Schwemann Giant Super Markets, A&P, Piggly Wiggly, Brookshire Brothers and Jitney Jungle.

18. Jeanie

**38 FOUNTAIN SQUARE PLAZA
CINCINNATI OHIO 45263
513-579-5447**

POS Program Jeanie
Ownership Midwest Payment Systems
Market Ohio, Kentucky, Indiana, Florida
Year Debit Introduced 1990
Director Jim Hudepohl, Senior Vice President

	1995	1994
June Transactions	274,000	146,000
Terminals On-Line	11,941	7,727

Terminal Analysis

Supermarkets	11,593
Gas Stations	0
C-Stores	66
Fast Food	0
Other	282

Fees 10¢

Who Pays Issuer

Debit Cards Issued 3,648,000

POS Capable 100%

Note: Merchants include Finast Foods, Kroger and Ameristop Food Stores.

19. BankMate (New Mexico)

**P.O. BOX 3050
ALBUQUERQUE N.M. 87190
505-282-2261**

POS Program BankMate
Ownership Sunwest Bank
Market New Mexico
Year Debit Introduced 1990
Director Craig Hall, Vice President

	1995	1994
June Transactions	205,203	144,211
Terminals On-Line	4,104	3,230

Terminal Analysis

Supermarkets	NA
Gas Stations	NA
C-Stores	NA
Fast Food	NA
Other	NA

Fees 6¢

Who Pays Issuer/Acquirer

Debit Cards Issued 475,584

POS Capable 100%

Note: Major merchants include 7-Eleven, Circle K, Blakes restaurants, Petro Oil and Roberts Oil.

20. MPACT

**5400 LEGACY DRIVE
PLANO TEXAS 75252
800-356-7228**

POS Program MPACT
Ownership Electronic Data Systems
Market Continental U.S. and Hawaii
Year Debit Introduced 1985
Director Laticia Shaw, Vice President

	1995	1994
June Transactions	200,000	175,000
Terminals On-Line	3,000	2,600

Terminal Analysis

Supermarkets	NA
Gas Stations	NA
C-Stores	NA
Fast Food	NA
Other	NA

Fees 9¢

Who Pays Issuer

Debit Cards Issued 2,600,000

POS Capable 100%

Note: Major merchants include Mobil, Exxon and Clark Oil.

DEBIT CARD DIRECTORY

POS Networks

21. Alert

600 VESTAVIA PARKWAY, SUITE 300
BIRMINGHAM ALA. 35216
205-978-4881

POS Program Alert
Ownership Eight Members
Market Alabama
Year Debit Introduced 1987
Director Ronald A. Freiwald, President

	1995	1994
June Transactions	196,172	282
Terminals On-Line	3,615	9
Terminal Analysis		
Supermarkets	546	
Gas Stations	8	
C-Stores	6	
Fast Food	0	
Other	86	

Fees 8¢
Who Pays Issuer/Acquirer
Debit Cards Issued 2,661,000
POS Capable 100%

Note: Merchants include Auburn University

23. Alaska Option

P.O. BOX 196233
ANCHORAGE ALASKA 99519
907-786-2951

POS Program Alaska Option
Ownership Eight Members
Market Alaska
Year Debit Introduced 1987
Director Richard D. Barnhart, President

	1995	1994
June Transactions	164,115	138,117
Terminals On-Line	1,030	680
Terminal Analysis		
Supermarkets	488	
Gas Stations	43	
C-Stores	46	
Fast Food	20	
Other	433	

Fees NA
Who Pays NA
Debit Cards Issued 302,143
POS Capable 98%

Note: Major merchants include Carr's Quality Centers, McDonald's, Pizza Hut, 7-Eleven and Safeway.

22. Money/Handibank

P.O. BOX 1305
ALBUQUERQUE N.M. 87103
505-245-0331

POS Program Money/Handibank
Ownership First Security Corp.
Market New Mexico
Year Debit Introduced 1989
Director Sandra Peterson, Vice President

	1995	1994
June Transactions	186,165	137,000
Terminals On-Line	2,980	1,212

Terminal Analysis

Supermarkets	NA
Gas Stations	NA
C-Stores	NA
Fast Food	NA
Other	NA

Fees NA
Who Pays NA
Debit Cards Issued 952,068
POS Capable 100%

Note: Major merchants include Smith's and Furr's grocery stores.

24. EFTI

351 EXECUTIVE PARKWAY, SUITE 24
ROCKFORD ILL. 61107
815-229-8400

POS Program EFT Illinois
Ownership All Members
Market Ill., Ind., Ohio, Mich., Mo., Ala., Ky., Fla.
Year Debit Introduced 1985
Director Mark Horwedel, President

	1995	1994
June Transactions	82,089	49,025
Terminals On-Line	6,482	4,041

Terminal Analysis

Supermarkets	NA
Gas Stations	NA
C-Stores	NA
Fast Food	NA
Other	NA

Fees NA
Who Pays NA
Debit Cards Issued 2,300,000
POS Capable 100%

Note: Major merchants include Jewel, Schnucks, Meijers Superstore and Cub Foods.

DEBIT CARD DIRECTORY

POS Networks

25. Express Teller

801 MARGUETTE AVENUE
MINNEAPOLIS MINN. 55402
612-661-6706

POS Program Express Teller
Ownership TCF Bank
Market Minnesota
Year Debit Introduced 1994
Director Daniel Engel, Vice President

	1995	1994
June Transactions	45,000	NA
Terminals On-Line	400	NA

Terminal Analysis

Supermarkets	400
Gas Stations	0
C-Stores	0
Fast Food	0
Other	0

Fees 5¢

Who Pays Acquirer

Debit Cards Issued 750,000

POS Capable 75%

Note: Terminals are in Cub Food stores.

26. Kets

1919 N. AMIDON, SUITE 120
WICHITA KAN. 67203
316-838-4496

POS Program Checkless Checking
Ownership All Members
Market Kansas, Oklahoma and Missouri
Year Debit Introduced 1992
Director Richard C. Schopf, President

	1995	1994
--	------	------

June Transactions	56,328	32,532
Terminals On-Line	1,300	912

Terminal Analysis

Supermarkets	1,250
Gas Stations	2
C-Stores	4
Fast Food	0
Other	44

Fees NA

Who Pays Issuer/Acquirer

Debit Cards Issued 231,020

POS Capable 100%

Note: Major merchants include Dillons, Food-4-Less, Jubilee and Hen House

27. Maestro

2000 PURCHASE STREET
PURCHASE N.Y. 10577
914-249-2000

POS Program Maestro
Ownership MasterCard International
Market International
Year Debit Introduced 1992
Director Alan J. Heuer, President, U.S. Region

	1995	1994
June Transactions	NA	NA
Terminals On-Line	141,000	60,000

Terminal Analysis

Supermarkets	NA
Gas Stations	NA
C-Stores	NA
Fast Food	NA
Other	NA

Fees 6¢

Who Pays Issuer/Acquirer

Debit Cards Issued 13,100,000

POS Capable 100%

Note: Merchants include Arco, Shell, Mobil, Wal-Mart, U.S. Postal Service, Payless Drugs, Target, True Value Hardware, Urban Outfitters, Ikea and Circle K.

EFT Networks

Here are many of the same networks from Chapter Two, now ranked according to total transaction volume for September 1995. This ranking thus includes automated-teller transactions as well as payments at the point of sale, with data on terminals by type—ATM or POS, including how many ATMs are installed off bank premises in stores, malls, etc.—and a breakdown of transactions into those on ATMs and those on POS terminals. Ranked are the 50 largest regional systems.

More than any other, this ranking underscores the value of network brands. The top-line, total transaction number includes all transactions (deposits, withdrawals, transfers, payments, and balance inquiries) performed on machines hooked into the network, not just those passing through the network's data center. Hence, this number captures the real strength of the network, more so than the number of data-center transactions (shown in the "switch" line in the transaction analysis).

Another litmus-test indicator of the network's performance is the interchange percentage, shown in the transaction analysis. This is the portion of total volume stemming from cardholders' use of terminals belonging to banks other than their own. Banks' fees for so-called foreign transactions influence interchange, of course, but the number does give a clear indication of the extent to which cardholders recognize network marks.

This ranking remains relatively stable from year to year, but there are a number of networks to watch, even among the giants. In 1993, number-one Star System became the first network to break the 100-million barrier in monthly transactions, and it remains comfortably in first place. But this year, NYCE and MAC joined that exclusive club, with NYCE displacing MAC as number two. And don't neglect Cash Station, whose sizzling 75% growth rate was enough to vault it fully six places into the top 10.

DEBIT CARD DIRECTORY

EFT Networks

1. Star System

401 WEST A STREET, SUITE 900
SAN DIEGO, CA 92101
619-234-4774

	1995	1994
Monthly Transactions	156,566,956	123,833,660
Terminals On-Line		
Total ATMs	20,751	16,602
Off-Premise	6,045	3,542
POS Devices	177,150	115,305
All Terminals	197,901	131,909

Transaction Analysis

ATMs	146,647,389	116,707,260
POS	9,919,576	7,126,400
Switch	35,728,858	28,768,028
Interchange	23%	23%
Per ATM	7,067	7,028

Network Cards 32,480,042 29,427,943

Date Organized September 1984

Director Ronald Congemi, President and CEO

Note: Deluxe Data Systems switches transactions.

2. NYCE

PLAZA 24, THREE UNIVERSITY PLAZA
HACKENSACK, NJ 07601
201-488-6111

	1995	1994
Monthly Transactions	118,653,220	95,486,071
Terminals On-Line		
Total ATMs	16,638	13,105
Off-Premise	3,811	2,474
POS Devices	85,000	67,179
All Terminals	101,638	80,284

Transaction Analysis

ATMs	115,097,672	94,286,071
POS	3,555,548	1,200,000
Switch	31,578,605	22,054,700
Interchange	27%	23%
Per ATM	6,918	7,195

Network Cards 28,500,000 24,713,317

Date Organized October 1984

Director Richard P. Yanak, President and CEO

Note: The network switches its transactions.

3. MAC

1100 CARR ROAD
WILMINGTON, DE 19809
302-791-8000

	1995	1994
Monthly Transactions	114,200,000	97,073,835
Terminals On-Line		
Total ATMs	19,300	16,500
Off-Premise	3,470	3,000
POS Devices	150,000	125,000
All Terminals	169,300	141,500

Transaction Analysis

ATMs	108,165,000	93,277,771
POS	6,035,000	3,796,064
Switch	84,500,000	69,073,302
Interchange	52%	53%
Per ATM	5,604	5,653

Network Cards 32,000,000 28,000,000

Date Organized September 1979

Director John F. Beahn, Chief Marketing Officer

Note: Switching is performed by EPS.

4. Honor

2600 LAKE LUCIEN DRIVE, SUITE 113
MAITLAND, FL 32751
407-875-2500

	1995	1994
Monthly Transactions	97,573,933	85,490,818
Terminals On-Line		
Total ATMs	10,974	10,028
Off-Premise	3,547	3,250
POS Devices	60,801	25,271
All Terminals	71,775	35,299

Transaction Analysis

ATMs	92,742,973	82,490,818
POS	4,830,960	3,145,590
Switch	33,640,889	28,803,987
Interchange	22%	22%
Per ATM	8,451	8,226

Network Cards 22,500,000 22,500,000

Date Organized October 1990

Director Thomas O. Bennion, President and CEO

Note: The network switches its transactions. It is on line to 146 processors.

DEBIT CARD DIRECTORY


EFT Networks

5. Most

11800 SUNRISE VALLEY DRIVE, SUITE 200
RESTON, VA 22091
703-629-1000

	1995	1994
Monthly Transactions	74,587,835	62,331,550
Terminals On-Line		
Total ATMs	6,200	5,800
Off-Premise	1,365	1,210
POS Devices	71,100	38,135
All Terminals	77,300	43,935
Transaction Analysis		
ATMs	69,136,200	58,164,550
POS	5,451,600	4,167,000
Switch	19,125,100	17,206,044
Interchange	28%	28%
Per ATM	11,151	10,028
Network Cards	10,000,000	9,000,000

Date Organized July 1984

Director David A. O'Connor, President and CEO

Note: Deluxe Data Systems switches transactions. The network is on line to 93 processors.

6. Pulse

600 TRAVIS ST., SUITE 4600
HOUSTON, TX 77002
713-223-1400

	1995	1994
Monthly Transactions	62,435,072	52,525,359
Terminals On-Line		
Total ATMs	9,500	7,658
Off-Premise	4,700*	3,500
POS Devices	31,686	14,158
All Terminals	41,186	21,816
Transaction Analysis		
ATMs	59,355,448	50,687,050
POS	3,079,624	1,838,309
Switch	15,000,000	9,958,045
Interchange	20%	20%
Per ATM	6,248	6,619
Network Cards	13,000,000	12,500,000

Date Organized July 1981

Director Stan Paur, President & CEO

Note: *Estimate. Transactions are switched under contract with Texas Commerce Bank. Pulse is on line to 70 intercept processors.

7. Magic Line

5111 AUTO CLUB DRIVE, SUITE 110
DEARBORN, MI 48126
313-441-0510

	1995	1994
Monthly Transactions	39,671,000	35,850,000
Terminals On-Line		
Total ATMs	6,000	5,500
Off-Premise	1,849	2,000
POS Devices	92,000	6,300
All Terminals	98,000	11,800
Transaction Analysis		
ATMs	38,885,000	35,350,000
POS	786,000	500,000
Switch	9,296,000	7,910,000
Interchange	24%	75%
Per ATM	6,480	6,427
Network Cards	8,200,000	8,100,000

Date Organized January 1979

Director John G. Bascom, President & CEO

Note: Transactions are switched by NBD Bancorp.

8. The Exchange

15395 SE 30 PLACE, SUITE 100
BELLEVUE, WA 98007
206-644-7000

	1995	1994
Monthly Transactions	27,386,089	23,618,944
Terminals On-Line		
Total ATMs	3,796	3,967
Off-Premise	1,308	1,203
POS Devices	17,077	16,500
All Terminals	20,873	20,467
Transaction Analysis		
ATMs	25,000,000	22,000,000
POS	2,386,089	1,618,944
Switch	13,212,517	9,958,000
Interchange	40%	40%
Per ATM	6,586	5,545
Network Cards	7,378,989	6,100,000

Date Organized June 1973

Director Tom Bass, President

Note: The network switches its transactions and drives 478 of the network's ATMs.

DEBIT CARD DIRECTORY

EFT Networks

9. BankMate

12115 LACKLAND ROAD
ST. LOUIS, MO 63146
314-523-2666

	1995	1994
Monthly Transactions	18,250,638	14,343,155
Terminals On-Line		
Total ATMs	3,590	2,676
Off-Premise	1,100	545
POS Devices	6,000	3,674
All Terminals	9,590	6,350

Transaction Analysis

ATMs	17,711,440	13,951,090
POS	539,398	392,065
Switch	4,081,686	3,782,283
Interchange	20%	20%
Per ATM	4,934	5,213

Network Cards	4,000,000	4,000,000
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Date Organized October 1982

Director James B. Eisenbath, President

Note: MasterCard International owns MTS and operates it as a wholly owned subsidiary.

10. Cash Station

225 N. MICHIGAN AVENUE, SUITE 722
CHICAGO, IL 60601-7601
312-977-1150

	1995	1994
Monthly Transactions	16,560,393	9,459,202
Terminals On-Line		
Total ATMs	3,414	2,855
Off-Premise	850	714
POS Devices	8,900	9,303
All Terminals	12,314	12,158

Transaction Analysis

ATMs	15,784,170	9,459,202
POS	776,223	486,336
Switch	8,668,308	7,652,398
Interchange	52%	78%
Per ATM	4,623	3,313

Network Cards	4,300,000	4,000,000
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Date Organized December 1986

Director Stephen S. Cole, President & CEO

Note: Electronic Data Systems switches transactions. ATMs are driven by 26 intercept processors.

11. XPress24

ONE BAYBANK TECHNOLOGY PLACE
WALTHAM, MA 02154
617-899-2222

	1995	1994
Monthly Transactions	12,746,352	12,101,272
Terminals On-Line		
Total ATMs	1,352	1,290
Off-Premise	730	650
POS Devices	18,240	17,587
All Terminals	19,592	18,877

Transaction Analysis

ATMs	11,944,405	11,537,852
POS	801,947	563,420
Switch	14,283,454	13,015,342
Interchange	31%	27%
Per ATM	8,835	8,944

Network Cards	1,500,411	1,493,277
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Date Organized June 1978

Director Lindsey C. Lawrence, President

Note: The network switches transactions.

12. Jeanie

38 FOUNTAIN SQUARE PLAZA
CINCINNATI, OH 45263
513-579-5447

	1995	1994
Monthly Transactions	12,743,000	11,432,000
Terminals On-Line		
Total ATMs	1,173	1,125
Off-Premise	290	266
POS Devices	12,626	8,730
All Terminals	13,799	9,855

Transaction Analysis

ATMs	12,011,000	11,024,000
POS	732,000	408,000
Switch	8,948,000	8,601,000
Interchange	58%	63%
Per ATM	10,240	6,244

Network Cards	3,460,000	3,224,000
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Date Organized April 1977

Director James J. Hudepohl, SVP

Note: Midwest Payment Systems switches transactions.

DEBIT CARD DIRECTORY

EFT Networks

13. SHAZAM

6700 PIONEER PARKWAY
JOHNSTON, IA 50131
515-288-2828

	1995	1994
Monthly Transactions	11,970,868	10,409,286

Terminals On-Line

Total ATMs	2,169	1,727
Off-Premise	983	841
POS Devices	2,848	1,763
All Terminals	5,017	3,490

Transaction Analysis

ATMs	11,132,907	9,991,901
POS	837,961	417,385
Switch	7,874,818	6,766,036
Interchange	66%	65%
Per ATM	5,133	5,786

Network Cards 2,400,000 1,900,000

Date Organized March 1976

Director Dale A. Dooley, President & CEO

Note: The network processes debit, credit and ACH transactions and drives most of the ATM and POS terminals.

14. GulfNet

2250 E. GAUSE BOULEVARD, SUITE 304
SLIDELL, LA 70461
504-643-0300

	1995	1994
Monthly Transactions	11,423,119	9,862,300

Terminals On-Line

Total ATMs	4,153	3,258
Off-Premise	700	550
POS Devices	942	662
All Terminals	5,095	3,920

Transaction Analysis

ATMs	11,342,132	9,840,000
POS	80,987	22,300
Switch	2,548,152	2,086,191
Interchange	70%	70%
Per ATM	2,731	3,020

Network Cards 5,200,000 5,200,000

Date Organized September 1986

Director Del Tonguette, President

Note: First Commerce Corp. switches transactions.

15. SCS

4550 S.W. MACADAM AVE, SUITE 100
PORTLAND, OR 97201
503-224-9110

	1995	1994
Monthly Transactions	11,400,000	10,600,000

Terminals On-Line

Total ATMs	1,930	1,876
Off-Premise	616	915
POS Devices	0	0
All Terminals	1,930	1,876

Transaction Analysis

ATMs	10,200,000	9,500,000
POS	1,200,000	1,100,000
Switch	8,923,000	7,950,000
Interchange	78%	81%
Per ATM	5,285	5,064

Network Cards 2,580,000 2,400,000

Date Organized October 1976

Director Grant Christensen, SVP

Note: Fiserv switches transactions.

16. Money Station

1395 E. DUBLIN-GRANVILLE ROAD, SUITE 350
COLUMBUS, OHIO 43229
614-846-7461

	1995	1994
Monthly Transactions	9,444,576	12,640,000

Terminals On-Line

Total ATMs	4,409	4,405
Off-Premise	NA	NA
POS Devices	11,859	3,932
All Terminals	16,268	8,337

Transaction Analysis

ATMs	9,239,706	12,387,200
POS	204,870	252,800
Switch	1,983,361	2,655,959
Interchange	21%	21%
Per ATM	2,096	2,812

Network Cards 4,483,724 9,681,060

Date Organized April 1983

Director A. Edward Gough, President

Note: Transactions are switched by Midwest Payment Systems. The network is on line to nine processors.

DEBIT CARD DIRECTORY**EFT Networks****17. The CO-OP**

2350 S. GAREY AVENUE
POMONA, CA 91766
909-628-6044

	1995	1994
Monthly Transactions	8,598,290	6,632,935
Terminals On-Line		
Total ATMs	1,003	720
Off-Premise	391	120
POS Devices	0	0
All Terminals	1,003	720
Transaction Analysis		
ATMs	6,966,218	5,544,041
POS	1,632,072	1,088,894
Switch	8,598,290	6,632,935
Interchange	81%	81%
Per ATM	6,945	7,700
Network Cards	2,900,000	1,900,000

Date Organized November 1981**Director** Robert Rose, President**Note:** Deluxe Data Systems switches transactions.**18. MoneyMaker**

2828 N. HASKELL
DALLAS, TX 95204
214-841-8120

	1995	1994
Monthly Transactions	8,519,817	7,926,549
Terminals On-Line		
Total ATMs	3,902	3,545
Off-Premise	3,299	2,713
POS Devices	0	0
All Terminals	3,902	3,545
Transaction Analysis		
ATMs	8,276,077	7,926,549
POS	243,740	0
Switch	5,691,305	5,548,584
Interchange	69%	70%
Per ATM	2,121	2,236
Network Cards	1,085,613	1,550,000

Date Organized December 1983**Director** Jim Stewart, Vice President**Note:** Affiliated Computer Services switches transactions.**19. Presto**

P.O. BOX 407
LAKELAND, FL 33802
813-688-1188

	1995	1994
Monthly Transactions	8,500,000*	7,500,000*
Terminals On-Line		
Total ATMs	579	500
Off-Premise	579	500
POS Devices	8,000	7,000
All Terminals	7,579	7,500
Transaction Analysis		
ATMs	6,500,000	6,000,000*
POS	2,000,000*	1,500,000*
Switch	8,500,000*	7,500,000*
Interchange	100%	100%
Per ATM	11226*	1,200
Network Cards	NA	NA

Date Organized November 1982**Director** Earl Andrews, Director**Note:** *Estimate. Publix switches transactions and drives all terminals.**20. IMPACT**

5400 LEGACY DRIVE
PLANO, TX 75024
813-287-0743

	1995	1994
Monthly Transactions	7,800,000	7,835,000
Terminals On-Line		
Total ATMs	1,000	1,020
Off-Premise	475	475
POS Devices	3,000	2,750
All Terminals	4,000	4,240
Transaction Analysis		
ATMs	7,600,000	7,625,000
POS	200,000	210,000
Switch	7,300,000	7,300,000
Interchange	95%	95%
Per ATM	7,600	7,475
Network Cards	2,600,000	2,505,000

Date Organized October 1979**Director** Jeanne Doney, Executive Director**Note:** Electronic Data Systems switches transactions and drives all ATMs. The network also has 47 non-financial institutions as members.

DEBIT CARD DIRECTORY

EFT Networks

21. Instant Cash

255 SECOND AVENUE SOUTH
MINNEAPOLIS, MN 55479
612-667-0827

	1995	1994
Monthly Transactions	7,448,000	6,626,000
Terminals On-Line		
Total ATMs	1,797	1,616
Off-Premise	745	NA
POS Devices	0	0
All Terminals	1,797	1,616

Transaction Analysis

ATMs	7,448,000	6,626,000
POS	0	0
Switch	14,182,000	11,557,000
Interchange	NA	NA
Per ATM	4,145	4,100

Network Cards	3,500,000	2,875,000
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Date Organized October 1977

Director Edward Kadetz, Managing Director

Note: Norwest Bank switches transactions and drives terminals.

22. Tyme

9275 N. 49TH STREET, SUITE 100
BROWN DEER, WI 53223
414-355-0300

	1995	1994
Monthly Transactions	7,301,784	6,898,478
Terminals On-Line		
Total ATMs	1,483	1,286
Off-Premise	712	590
POS Devices	4,620	2,911
All Terminals	6,103	4,197

Transaction Analysis

ATMs	6,595,706	6,368,494
POS	726,078	529,984
Switch	6,350,610	5,773,282
Interchange	85%	83%
Per ATM	4,448	4,952

Network Cards	3,000,000	3,000,000
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Date Organized June 1975

Director James H. Martin, President

Note: Transactions are switched by Marshall & Ilsley Corp.

23. Networks

6130 S. 58TH STREET, SUITE D
LINCOLN, NE 68516
402-434-8200

	1995	1994
Monthly Transactions	6,321,011	5,979,228
Terminals On-Line		
Total ATMs	1,394	1,175
Off-Premise	1,124	901
POS Devices	600	6
All Terminals	1,994	1,181

Transaction Analysis

ATMs	5,241,011	5,971,101
POS	1,080,000	8,127
Switch	3,770,021	3,007,661
Interchange	17%	17%
Per ATM	3,760	5,081

Network Cards	1,240,000	1,108,000
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Date Organized May 1975

Director J. John Miller, President

Note: The network switches transactions. The network and 5 intercept processors drive ATM and POS terminals.

24. Alert

600 VESTAVIA PARKWAY, SUITE 300
BIRMINGHAM, AL 35216
205-978-4881

	1995	1994
Monthly Transactions	5,871,647	4,620,131
Terminals On-Line		
Total ATMs	1,128	845
Off-Premise	156	100
POS Devices	4,253	1,248
All Terminals	5,381	2,093

Transaction Analysis

ATMs	5,658,668	4,593,480
POS	212,979	26,651
Switch	1,839,492	1,500,310
Interchange	29%	32%
Per ATM	5,017	5,436

Network Cards	2,750,000	2,661,000
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Date Organized December 1985

Director Ronald A. Freiwald, President

Note: Deluxe Data Systems switches transactions. Per-ATM figure includes 261 script terminals.

DEBIT CARD DIRECTORY


EFT Networks


25. Instant Teller

2121 PARK PLACE, SUITE 200
EL SEGUNDO, CA 90245
510-376-2013

	1995	1994
Monthly Transactions	5,700,000	5,680,000
Terminals On-Line		
Total ATMs	3,000	3,000
Off-Premise	1,275	1,275
POS Devices	10,000	6
All Terminals	13,000	12,000

Transaction Analysis

	ATMs	5,200,000	5,200,000
POS	500,000	480,000	
Switch	3,640,000	3,640,000	
Interchange	70%	70%	
Per ATM	1,733	1,733	

Network Cards	3,500,000	3,300,000

Date Organized January 1977

Director Steven Johnson, Executive Director

Note: Electronic Data Systems switches transactions.

26. EFTI

351 EXECUTIVE PARKWAY, SUITE L4
ROCKFORD, IL 61107
815-229-8400

	1995	1994
Monthly Transactions	4,500,000*	4,308,258
Terminals On-Line		
Total ATMs	1,074	1,025
Off-Premise	375*	356
POS Devices	12,000	11,343
All Terminals	12,550*	12,368

Transaction Analysis

	ATMs	4,425,000*	4,252,487
POS	75,000*	55,771	
Switch	3,100,000*	3,091,247	
Interchange	58%	58%	
Per ATM	4,215*	4,148	

Network Cards	1,600,000	1,600,000

Date Organized May 1981

Director Mark Horwedel, President

Note: *Estimate. The Tyme network switches transactions.

27. Fastbank

P.O. BOX 522
MINNEAPOLIS, MN 55480
612-973-2004

	1995	1994
Monthly Transactions	4,200,000	3,800,000

Terminals On-Line

Total ATMs	1,156	1,039
Off-Premise	765	680
POS Devices	0	0
All Terminals	1,156	1,039

Transaction Analysis

	ATMs	4,200,000	3,800,000
POS	0	0	
Switch	5,199,000	5,900,000	
Interchange	24%	53%	
Per ATM	3,633	3,657	

Network Cards	1,126,082	1,065,886

Date Organized September 1980

Director Patricia Bauer, Director

Note: Fastbank drives all terminals and switches transactions.

28. Peak

950 17TH STREET
DENVER, CO 80202
303-585-6000

	1995	1994
Monthly Transactions	4,013,098	3,137,838

Terminals On-Line

Total ATMs	1,733	1,832
Off-Premise	1,448	NA
POS Devices	0	0
All Terminals	1,733	1,832

Transaction Analysis

ATMs	4,013,098	3,137,838
POS	0	0
Switch	4,375,098	3,137,838
Interchange	9%	NA
Per ATM	2,316	3,771

Network Cards	460,000	626,579

Date Organized September 1977

Director John Busselmaier, President

Note: The network switches its transactions.

DEBIT CARD DIRECTORY

EFT Networks

29. TX

99 NORTH AVENUE
WAKEFIELD, MA 01880
617-245-9099

	1995	1994
Monthly Transactions	3,527,967	3,226,972
Terminals On-Line		
Total ATMs	1,398	1,197
Off-Premise	733	582
POS Devices	0	0
All Terminals	1,398	1,197
Transaction Analysis		
ATMs	3,474,400	3,189,318
POS	53,567	37,654
Switch	2,640,184	2,230,417
Interchange	75%	69%
Per ATM	2,485	2,664
Network Cards	980,000	967,000

Date Organized March 1982

Director Michael K. Feener, President

Note: Electronic Data Systems switches transactions.

30. Money Belt

P.O. BOX 84
MEMPHIS, TN 38101
901-722-3691

	1995	1994
Monthly Transactions	3,100,000	2,978,000
Terminals On-Line		
Total ATMs	635	543
Off-Premise	200	185
POS Devices	0	0
All Terminals	635	543
Transaction Analysis		
ATMs	3,100,000	2,978,000
POS	0	0
Switch	2,315,000	2,102,670
Interchange	47%	33%
Per ATM	4,882	5,484
Network Cards	2,500,000	2,500,000

Date Organized April 1981

Director Joseph Morris, VP

Note: Deluxe Data Systems switches transactions.

31. HandiBank/Money

P.O. BOX 3006
SALT LAKE CITY, UT 84130
801-246-5809

	1995	1994
Monthly Transactions	2,815,000	2,100,000
Terminals On-Line		
Total ATMs	486	436
Off-Premise	291	219
POS Devices	3,000	0
All Terminals	3,486	436
Transaction Analysis		
ATMs	2,632,712	2,100,000
POS	182,177	0
Switch	525,000	525,000
Interchange	25%	25%
Per ATM	5,417	4,817
Network Cards	1,018,507	1,018,507

Date Organized September 1979

Director Rod Cullison, SVP

32. Express Teller

801 MARQUETTE AVENUE
MINNEAPOLIS, MN 55402
612-661-6706

	1995	1994
Monthly Transactions	2,650,000	3,068,000
Terminals On-Line		
Total ATMs	741	594
Off-Premise	564	477
POS Devices	0	0
All Terminals	741	594
Transaction Analysis		
ATMs	2,650,000	3,010,000
POS	88,600	58,000
Switch	4,590,000	3,010,000
Interchange	57%	57%
Per ATM	3,576	5,067
Network Cards	745,000	700,000

Date Organized June 1976

Director Daniel Engel, Vice President

Note: TCF switches transactions.

DEBIT CARD DIRECTORY

EFT Networks

33. TransFund

P.O. BOX 2300
TULSA, OK 74192
918-588-6110

	1995	1994
Monthly Transactions	2,477,148	2,192,536
Terminals On-Line		
Total ATMs	514	320
Off-Premise	398	215
POS Devices	0	0
All Terminals	514	320
Transaction Analysis		
ATMs	2,234,908	1,972,000
POS	242,240	220,536
Switch	2,477,148	1,972,000
Interchange	83%	84%
Per ATM	4,348	3,743
Network Cards	534,233	472,281

Date Organized November 1980

Director David Sharpe, Director

34. Bank of Hawaii

P.O. BOX 2900
HONOLULU, HI 96846
808-537-8926

	1995	1994
Monthly Transactions	2,168,505	2,059,761
Terminals On-Line		
Total ATMs	404	384
Off-Premise	216	183
POS Devices	0	0
All Terminals	404	384
Transaction Analysis		
ATMs	2,168,505	2,059,761
POS	0	0
Switch	1,404,622	1,308,777
Interchange	54%	53%
Per ATM	5,368	5,364
Network Cards	796,032	646,000

Date Organized October 1981

Director Bob Makahilahila, Vice President

35. SC 24

23100 PROVIDENCE DRIVE, SUITE 200
SOUTHFIELD, MI 48075
810-569-4620

	1995	1994
Monthly Transactions	2,020,000	1,725,000
Terminals On-Line		
Total ATMs	216	180
Off-Premise	86	67
POS Devices	0	0
All Terminals	216	180
Transaction Analysis		
ATMs	1,947,500	1,689,000
POS	72,500	36,000
Switch	1,636,200	1,039,000
Interchange	81%	62%
Per ATM	9,016	3,611
Network Cards	750,000	550,000

Date Organized April 1984

Director Daniel J. Balagna, President

36. VIA

P.O. BOX 2257
WICHITA, KS 67201
316-261-4369

	1995	1994
Monthly Transactions	1,940,922	1,853,010
Terminals On-Line		
Total ATMs	402	338
Off-Premise	197	129
POS Devices	184	84
All Terminals	586	338
Transaction Analysis		
ATMs	1,938,928	1,850,815
POS	1,994	2,195
Switch	1,630,538	1,539,599
Interchange	72%	58%
Per ATM	4,823	5,476
Network Cards	627,495	614,559

Date Organized August 1975

Director Cheryl Bond, Vice President

DEBIT CARD DIRECTORY**EFT Networks****37. Bankmate (NM)**

P.O. BOX 3050
ALBUQUERQUE, NM 87190
505-282-2261

	1995	1994
Monthly Transactions	1,812,856	1,715,262

Terminals On-Line

Total ATMs	355	334
Off-Premise	280	255
POS Devices	4,286	4,536
All Terminals	4,641	4,870

Transaction Analysis

ATMs	1,734,992	1,654,891
POS	63,868	60,371
Switch	1,734,992	1,654,891
Interchange	NA	14%
Per ATM	4,887	4,955

Network Cards	478,755	440,540
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Date Organized April 1978**Director** Craig Hall, Vice President**38. Credit Union 24**

3773 COMMONWEALTH BOULEVARD
TALLAHASSEE, FL 32303
904-576-8171

	1995	1994
Monthly Transactions	1,464,711	1,074,236

Terminals On-Line

Total ATMs	2,751	907
Off-Premise	2,200	510
POS Devices	0	0
All Terminals	2,751	907

Transaction Analysis

ATMs	1,464,711	1,074,236
POS	0	0
Switch	680,000	1,074,236
Interchange	46%	28%
Per ATM	532	1,184

Network Cards	1,800,000	1,600,000
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Date Organized May 1980**Director** David G. Pace, Director**39. 24-Hour Teller**

1100 N. MARKET ST., RODNEY SQUARE NORTH
WILMINGTON, DE 19890
302-651-1599

	1995	1994
Monthly Transactions	1,450,000	1,434,000

Terminals On-Line

Total ATMs	157	156
Off-Premise	30	29
POS Devices	0	0
All Terminals	157	156

Transaction Analysis

ATMs	1,300,000	1,300,000
POS	150,000	134,000
Switch	900,000	700,000
Interchange	51%	45%
Per ATM	8,280	8,333

Network Cards	450,000	350,000
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Date Organized March 1983**Director** Richard Wilhide, Vice President**40. Express**

P.O. BOX 1681
LITTLE ROCK, AR 72203
501-378-1547

	1995	1994
Monthly Transactions	1,310,995	1,201,765

Terminals On-Line

Total ATMs	368	320
Off-Premise	67	58
POS Devices	0	0
All Terminals	368	320

Transaction Analysis

ATMs	1,310,995	1,201,765
POS	6,387	0
Switch	352,890	346,620
Interchange	27%	29%
Per ATM	3,563	3,755

Network Cards	555,167	502,761
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Date Organized May 1981**Director** Holly Eddins Smith, AVP

DEBIT CARD DIRECTORY


EFT Networks
41. Annie

6200 POPLAR AVE.
MEMPHIS, TN 38119
901-383-6995

	1995	1994
Monthly Transactions	1,270,098	800,000
Terminals On-Line		
Total ATMs	320	220
Off-Premise	100	NA
POS Devices	NA	0
All Terminals	320	220
Transaction Analysis		
ATMs	1,270,098	800,000
POS	NA	NA
Switch	343,071	300,000
Interchange	27%	NA
Per ATM	3,969	3,636
Network Cards	400,000	NA

Date Organized August 1972**Director** Jimmy D. Trammell, Vice President**42. Alaska Option**

P.O. BOX 196233
ANCHORAGE, AK 99519-6233
907-786-2951

	1995	1994
Monthly Transactions	1,145,874	1,019,419
Terminals On-Line		
Total ATMs	244	190
Off-Premise	122	85
POS Devices	1,052	719
All Terminals	1,296	909
Transaction Analysis		
ATMs	961,950	873,773
POS	183,924	145,646
Switch	961,950	873,773
Interchange	79%	76%
Per ATM	3,942	6,155
Network Cards	313,070	286,070

Date Organized April 1983**Director** Richard Barnhart, President**43. ChecOKard**

100 N. BROADWAY
OKLAHOMA CITY, OK 73125
405-231-6023

	1995	1994
Monthly Transactions	993,068	952,092
Terminals On-Line		
Total ATMs	159	148
Off-Premise	111	100
POS Devices	0	0
All Terminals	159	148
Transaction Analysis		
ATMs	993,068	952,092
POS	0	0
Switch	695,148	783,111
Interchange	70%	77%
Per ATM	6,245	6,443
Network Cards	209,879	171,461

Date Organized June 1975**Director** Scott Haney, Senior Vice President**44. Money Center 24**

P.O. BOX 1715
PEORIA, IL 61656
309-633-3570

	1995	1994
Monthly Transactions	884,470	793,812
Terminals On-Line		
Total ATMs	87	81
Off-Premise	59	57
POS Devices	108	63
All Terminals	254	144
Transaction Analysis		
ATMs	876,575	787,453
POS	7,895	6,359
Switch	977,648	870,176
Interchange	34%	35%
Per ATM	10,076	9,722
Network Cards	234,988	205,656

Date Organized May 1980**Director** Linda S. Keyser, Executive Director

DEBIT CARD DIRECTORY**EFT Networks****45. Ultra**

P.O. BOX 419226
KANSAS CITY, MO 64141
816-860-7075

	1995	1994
Monthly Transactions	850,000	650,000
Terminals On-Line		
Total ATMs	300	240
Off-Premise	152	NA
POS Devices	0	0
All Terminals	300	240
Transaction Analysis		
ATMs	850,000	650,000
POS	0	0
Switch	850,000	650,000
Interchange	40%	35%
Per ATM	2,833	2,700
Network Cards	180,000	150,000

Date Organized May 1977

Director James Braddock, Vice President

46. KETS

1919 NORTH AMIDON, SUITE 120
WICHITA, KS 67203
316-838-4411

	1995	1994
Monthly Transactions	785,000	832,336
Terminals On-Line		
Total ATMs	240	172
Off-Premise	NA	NA
POS Devices	1,300	912
All Terminals	1,540	1,084
Transaction Analysis		
ATMs	700,000	751,451
POS	85,000	80,885
Switch	450,000	521,834
Interchange	NA	NA
Per ATM	2,917	4,369
Network Cards	200,000	231,020

Date Organized August 1983

Director Richard Schopf, President

47. Award

P.O. BOX 8167
BOISE, ID 83707
208-386-3541

	1995	1994
Monthly Transactions	730,403	677,489
Terminals On-Line		
Total ATMs	257	214
Off-Premise	62	59
POS Devices	0	0
All Terminals	257	214
Transaction Analysis		
ATMs	730,403	677,489
POS	0	0
Switch	730,403	677,489
Interchange	65%	60%
Per ATM	2,842	3,166
Network Cards	346,414	377,945

Date Organized April 1983

Director Karen Benton, Vice President

48. Universal Money

6800 SQUIBB ROAD
MISSION, KS 66202
913-831-2055

	1995	1994
Monthly Transactions	625,093	452,672
Terminals On-Line		
Total ATMs	268	204
Off-Premise	221	131
POS Devices	0	0
All Terminals	268	204
Transaction Analysis		
ATMs	625,093	452,672
POS	0	0
Switch	625,093	452,672
Interchange	72%	69%
Per ATM	2,332	2,219
Network Cards	110,000	133,000

Date Organized August 1983

Director Dave Windhorst, President

DEBIT CARD DIRECTORY


EFT Networks
49. Minibank

3333 S. BANNOCK, SUITE 450
ENGLEWOOD, CO 80110
303-762-7472

	1995	1994
Monthly Transactions	597,544	563,443

Terminals On-Line

Total ATMs	415	275
Off-Premise	262	NA
POS Devices	0	0
All Terminals	415	275

Transaction Analysis

ATMs	597,544	563,402
POS	544	41
Switch	597,544	784,540
Interchange	74%	84%
Per ATM	1,438	2,049

Network Cards 185,292 177,185

Date Organized December 1981

Director Mary Ann Elliott-Supple, President

50. 24-Hour Access

111 MAIN STREET
BURLINGTON, VT 05401
802-860-3111

	1995	1994
Monthly Transactions	396,536	303,607

Terminals On-Line

Total ATMs	94	81
Off-Premise	24	NA
POS Devices	0	0
All Terminals	94	81

Transaction Analysis

ATMs	386,182	303,607
POS	10,354	NA
Switch	436,805	NA
Interchange	7%	NA
Per ATM	4,218	3,748

Network Cards 115,479 NA

Date Organized June 1981

Director Jim Blouin, Manager